



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2022

UBU 5602 – RETAIL MARKETING

Date: 21-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No Answer ALL Questions

(10 x 2 = 20 Marks)

1. What is the principle of minimum differentiation?
2. Define Category killers.
3. What is the process of retail internationalization?
4. What are low threshold products?
5. Bring out any two differences between superstore and hypermarket.
6. What are private labels?
7. What is Bid rent theory?
8. How space is important for a retail store?
9. What is sector approach in making location decisions?
10. Define an organized retail format.

PART – B

Answer any FOUR Questions

(4 x 10 = 40 Marks)

11. Describe the elements involved in data capture of the retail market.
12. Define the classifications of retail formats.
13. Explain the problems of organized retailing in India.
14. “The retail industry in India is highly unorganized” – Elucidate this statement
15. Explain the shopping decision process in detail.
16. Convenience stores are relatively small stores located near residential areas – Explain.
17. Explain in detail factors influencing retail pricing strategies.

PART – C

Answer any TWO Questions

(2 x 20 = 40 Marks)

18. Explain location sites and types of retail development.
19. Highlight the impact of online in retailing. Discuss the emerging trends in online retailing.
20. Describe the reasons for the emergence of private labels.
21. “Recent development in retail marketing have been associated with building customers loyalty” – Explain.

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